



CITY OF HAYWARD

AGENDA REPORT

AGENDA DATE 11/27/01
AGENDA ITEM 5
WORK SESSION ITEM _____

TO: Mayor and City Council

FROM: Director of Community and Economic Development

SUBJECT: Contract with KPIX Television Channel 5 to Develop a Promotional Campaign to Market Hayward as an Attractive Business Location

RECOMMENDATION:

It is recommended that City Council authorize the City Manager to execute a contract with KPIX Television Channel 5 to develop a promotional campaign to market Hayward as an attractive business location.

DISCUSSION:

The adopted City Budget includes \$100,000 to develop appropriate marketing material to showcase Hayward as a place to do business.

The availability of these funds is particularly fortuitous given the recent slowdown in the economy. Changes in economic circumstances suggest the need for renewed emphasis on business attraction and retention efforts. In the past, we have focused such efforts on the print media with products such as brochures and advertisements in businesses-oriented periodicals. More recent discussions have focused on alternatives to standard media including use of the internet, billboards, and other forms of outreach.

KPIX Television Channel 5 currently works with businesses and municipalities in creating marketing campaigns. Staff is proposing a contract with KPIX to develop a promotional campaign to market Hayward through the broadcast media. The new campaign could aid in business attraction and retention by highlighting successful, local businesses, the City's excellent infrastructure, accessibility, and the affordability of its residential, commercial and industrial land.

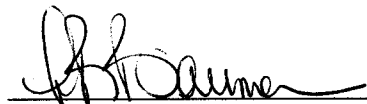
The campaign would be in two phases. The first phase would be the development of a 30 second spot "commercial" about Hayward directed at Bay Area business owners and managers, site locators and real estate brokers to encourage firms to locate in Hayward. For example, many biotech firms chose to locate here because of affordable rental rates for R&D space and proximity to UC Berkeley, Stanford University and UC San Francisco. Berkeley Farms located in Hayward, in part, due to our capacity to treat manufacturing effluent; Pepsi chose Hayward because of the quality of our water. The commercial spot would be broadcast, probably in the Spring, at least eleven times over a thirty-day period on news and sports programs that appeal to business decision makers.

The business commercial would be followed by an episode of the Evening Magazine television show that would originate from the City of Hayward. Evening Magazine is the only locally produced daily program in the Bay Area. The episode originating in Hayward would provide six minutes featuring Hayward -- a two minute introduction, a two minute special feature segment midway through the show and a two minute wrap at the show's conclusion. The Evening Magazine special feature could show a City-sponsored event later in the year, such as the Russell City Blues Festival. The remaining time could include attractive and engaging images of Hayward mixed with information about the benefits of the City as a business location.

KPIX would produce the campaign with direction from the City, using the same production skills and values as private sector companies use to market themselves and their products. The City of Hayward will own the commercial(s), out-takes, and segments on Hayward developed for this campaign by KPIX. These can be used and re-worked for a variety of purposes in the future. The cost of this campaign would be \$50,000, leaving the remaining half of the funds for targeted or broad-based print advertising.

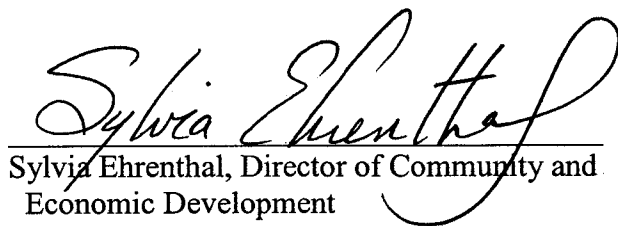
The EDC discussed this proposal at their November 2001 meeting. Members were generally supportive of the idea.

Prepared by:



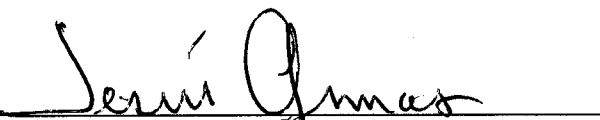
Ann R. Bauman, Neighborhood and
Economic Development Manager

Recommended by:



Sylvia Ehrenthal, Director of Community and
Economic Development

Approved by:



Jesús Armas, City Manager

Resolution

DRAFT

HAYWARD CITY COUNCIL

RESOLUTION NO. _____

Introduced by Council Member _____

me
11/20/01

**RESOLUTION AUTHORIZING THE CITY MANAGER
TO EXECUTE A CONTRACT WITH KPIX TELEVISION
CHANNEL 5 TO MARKET HAYWARD AS AN
ATTRACTIVE BUSINESS LOCATION**

BE IT RESOLVED by the City Council of the City of Hayward that the City Manger is hereby authorized and directed, on behalf of the City of Hayward, to negotiate and execute a contract with KPIX Television Channel 5 to develop a promotional campaign to market Hayward as an attractive business location, in a form to be approved by the City Attorney.

IN COUNCIL, HAYWARD, CALIFORNIA _____, 2001

ADOPTED BY THE FOLLOWING VOTE:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST: _____
City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney of the City of Hayward